

**CITY OF SCOTTSDALE  
ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION  
REGULAR MEETING AGENDA  
7575 E. MAIN STREET  
SCOTTSDALE, ARIZONA 85251**



**HR - PINNACLE TRAINING ROOM**

**Wednesday, January 21, 2004 - 5:00 PM**

**Commissioners**

Marilynn Atkinson  
William Gookin, Jr.  
Bambi Johnson  
Paul Piazza

Anselm Bischoff  
Todd Iacono  
Steven Scholz

1. Call to Order
2. Roll Call
3. Items from the Floor  
*Citizens may complete a Citizen Comment card to be submitted to the Enhanced Municipal Services District Commission before or during this evening's meeting. This time is reserved for citizen comments regarding non-agendized items. No official Enhanced Municipal Services District Commission action can be taken on these items. Speaker time limit: 3 minutes.*
4. Review and Approval of the By-Laws Action  
*An opportunity to examine and understand, and approve the principles and regulations by which we operate – John Little, Downtown Executive Director*
5. Election of Officers for 2004 Action
6. Marketing Sub-Committee Action  
*Consider formation of a marketing sub-committee to support the Enhanced Municipal Services District Commission efforts in marketing and promoting events in downtown – Michelle Korf, Downtown and Cultural Liaison*
7. Cramer-Kressalt Scope of Work Discussion\*
  - *Review of the Cramer-Kressalt scope of work for advertising, marketing, and promotional services – Michelle Korf, Downtown and Cultural Liaison*
  - *Review of tracking survey, promotional ideas for Spring Training, and other marketing activities currently underway – Phil Goldberg and staff (Cramer-Kessalt)*
8. Future Meetings Discussion\*  
*Suggestions for future agenda items, meetings schedule, and logistics – Michelle Korf, Downtown and Cultural Liaison*
9. Staff Comments
10. Adjournment

\*The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commission or public comments. If action by the Commission is needed, the item should be placed on the next meeting's agenda to be consistent with the Arizona Open Meetings Law.



Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Michelle Korf at 480-312-2638, or email [mkorf@scottsdaleaz.gov](mailto:mkorf@scottsdaleaz.gov). Requests should be made as early as possible to allow time to arrange accommodations.